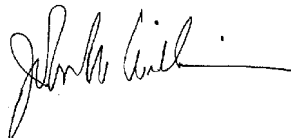


For: FFAS Employees**Purchasing Business Cards With Appropriated Funds****Approved by:** Acting Deputy Administrator, Management**1 Overview****A****Background**

FFAS is authorized to purchase business cards with appropriated funds. This authority results from a Governmentwide policy change and applies to a limited number of employees who, as a key part of their duties, maintain regular contact with:

- general public
- public and private partner organizations
- foreign, State, local, or Federal Government entities.

Business cards for employees with these duties are considered to be a “necessary expense.”

B**Purpose**

This notice:

- identifies eligible employees
- specifies printing options and specifications of cards for which expenses will be covered
- describes necessary procurement action.

C**Contact**

If there are any questions about this notice, call Donna Dougherty, FSA, at 202-720-9356.

Disposal

October 1, 2000

Distribution

All FAS, FSA, and RMA employees; State Offices; State Offices relay to County Offices

2 Supplier and Specifications for Printing Business Cards

A

Outside Supplier

The mandatory supplier for business cards is as follows:

The Lighthouse for the Blind, Inc.
2510 South Plum Street
P.O. Box C1419
Seattle, Washington 98114

Customer Service: 1-800-799-0402
FAX number: 206-322-4419.

GSA Federal Supply Schedule Number: GS-14F-0721G

Printing, including logos, must be single color in blue or black. Information on this contract may be obtained on the Internet by going to: <http://pub.fss.gsa.gov/sched>.

B

Specifications and Standards

The USDA Office of Communications Visual Management Guide, Business Cards/Use and Specifications, provides the standards for USDA business card design. Specifications are detailed in Exhibit 1.

3 Approving and Procuring Business Cards

A

Approving Authority

Authority to approve the purchase of business cards for the employees described in subparagraph 1 A, has been delegated to the employee's immediate supervisor. All requests for business cards must have prior written supervisory approval.

Note: Employees slated to be transferred to the Support Services Bureau should defer requests for business cards pending final determination of Administrative Convergence.

Continued on the next page

3 Approving and Procuring Business Cards (Continued)

B

Ordering Authority

Orders may only be issued by warranted contracting officers or authorized purchase card holders. For purchase card holders, mail or FAX the USDA Business Card Order Form in Exhibit 2, directly to the address or FAX number in subparagraph 2 A.

Note: The USDA Business Card Order Form file name is **buscard.pdf**. It can be downloaded from the following:

- FSA Bulletin Board Forms Library
 - u:/wpforms subdirectory for Headquarter employees
 - k:/wpforms subdirectory for Kansas City employees.
-

4 Using Government Computer Equipment and Supplies to Computer Generate Business Cards

A

Computer-Generated Business Cards

Employees may print their own business cards using Agency computer equipment and materials. Printing, including logos, must be in black. Designs must conform to the specifications in Exhibit 1. Employees who cannot successfully design their own business card without technical assistance shall use the outside supplier. See subparagraph 2 A.

B

Using Computer-Generated Software

Software available on WordPerfect may be used to design business cards. Required card stock may be ordered at Agency expense. New software shall not be purchased for the purpose of designing and generating business cards.

C

USDA Logo

Offices may download the USDA logo for business cards from the following:

- FSA Bulletin Board Forms Library
 - u:/wpforms subdirectory for Headquarter employees
 - k:/wpforms subdirectory for Kansas City employees.
-

5 FAS Employees Only

A

Templates and Instructions

Templates and instructions will be stored at u:/Bboard/business cards. Required card stock may be ordered at Agency expense.

Business Card Specifications

Visual Management Guide

V. Business Cards/Use and Specifications

Use

Note: The printing of business cards at Government expense shall abide by the ruling of the Chief Financial Officer of each agency. When printed at Government expense, business cards are for official use only and must follow these formats.

Three formats are available. The business card may be used with or without an agency symbol. The USDA symbol is always used.

Typesetting

Set all type in Helvetica, centered or flush left, normal word and character spacing, upper and lower case, regular or bold, as shown. All type is set 7/8 except for the individual's name. On the flush left format, the name is set 10 points bold. On the centered format, the name is 9 points bold.

Identifiers

USDA symbol: Position to the sizes shown.

Agency symbols or other marks: Position as shown. The size should be the same as the USDA symbol.

Flush left format, USDA symbol only.



Flush left format, with USDA and agency symbol.



Centered format, USDA symbol only.



Example of specifications applied.

14

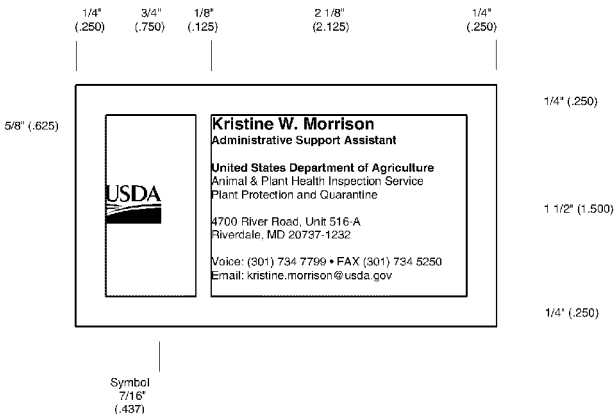
Continued on the next page

Business Card Specifications (Continued)

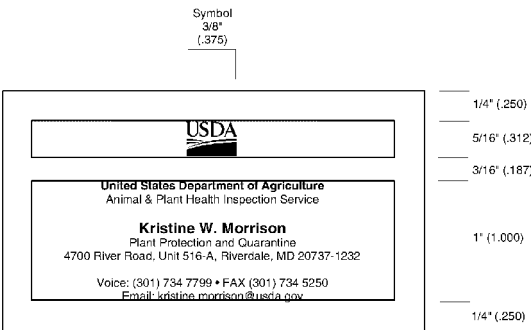
USDA Stationery Systems

V. A. Business Card/Grid and Measures
Size: 3 1/2" (3.500) x 2" (2.000)

Business Card/Flush Left Format:



Business Card/Centered Format



Business Card Order Form

USDA Business Card Order Form – Part 1 <small>Please type or print very clearly in black ink. COPY this form for future orders!</small>						Page _____ of _____	
1. Customer & Shipping Information (TELL US WHERE TO SHIP YOUR ORDER)						Lighthouse for the Blind, Inc. SKILCRAFT® Business <i>Products Division</i> P.O. Box 14959 Seattle, WA 98114-0959 206-329-6720 800-799-0402 Fax: (206) 322-4419	
Name of Person Placing Order				Date			
Telephone No.			Fax No.				
Name of Agency, Company, Division, Branch, and/or Office							
USDA — <input type="checkbox"/> FSA <input type="checkbox"/> FAS <input type="checkbox"/> RMA							
Delivery Address (P.O. Box or Street Address)							
Additional Information (E-mail Address, other)							
City			State		Zip		
2. Payment Method <input type="checkbox"/> Credit Card <input type="checkbox"/> Payment Enclosed <input type="checkbox"/> PO # _____						<small>This column for SKILCRAFT® use</small>	
Credit Card No., Money Order No., or Check No.				Exp. Date of Credit Card			
NOTE: AUTHORIZED SIGNATURE REQUIRED TO PROCESS CREDIT CARD ORDERS. TO ASSURE PROMPT DELIVERY, PLEASE CHECK YOUR ORDER FOR COMPLETENESS & ACCURACY. CHANGES MAY INCUR ADDITIONAL PROCESSING CHARGES.							
Authorized Signature of CC Holder			Print Name of Card Holder				
Agency Billing Address				City		State	Zip
ORDER SUMMARY – Prices include regular delivery & handling.							
Type of Card	Ink Color		Catalog Number	Number of Boxes	Price per Box	Total	
Offset Print One Side	Black	Blue					
250			BC0102		@ \$16.50 each		
500			BC0105		@ \$19.00 each		
1000			BC0110		@ 22.50 each		
Total Number of Boxes →							
Expedite shipment available. Please call for rates. →							
Total Orders →							
<small>USDA ORDER FORM, PT. 1 (10/99)</small>							

Continued on the next page

Business Card Order Form (Continued)

THE SEATTLE LIGHTHOUSE
SKILCRAFT®

Name: _____ Page _____ of _____

**USDA Business Card Order Form – Part 2
For FSA, FAS and RMA**

Instructions: Fill out Part 1 and Part 2 of the Order Form. Type or print **clearly**.
Refer to Part 3 for available formats.
Fax both sides to: (206) 322-4419 or
Mail to: Skilcraft, P.O. Box 14959, Seattle, WA 98114-0959

For Customer Assistance: Call (800) 799-0402

Text for Card: Type or print information *exactly* as it is to appear on your card. Use upper and lower case letters. Use abbreviations *only* if you wish them to appear on your actual card (Note: the state in address block will always be abbreviated). Attach a separate sheet if necessary to display all information clearly. If any line is not needed, leave it blank on the form below. Cards are made as shown, using recycled paper (50% recycled/30% postconsumer, ECF) and soy-based ink.

(1) Name & Title Area

(2) Division, Branch or Office Area

(3) Address Area

(4) Telephone, Fax, E-mail Area

This is an example of the Left Format.
Please refer to Part 3 for additional formats.

Format		Ink Color		Quantity		
<input type="checkbox"/> Left	<input type="checkbox"/> Two Logo Left Format	<input type="checkbox"/> Centered	<input type="checkbox"/> Black	<input type="checkbox"/> Blue	<input type="checkbox"/> 250	<input type="checkbox"/> 500 <input type="checkbox"/> 1,000
(1) Name						
(1) Title or Other Designation						
(2) Division, Branch, Office, etc.						
(3) Address				(4) Telephone		
(3) Suite/Room Number				(4) Fax		
(3) City, State & Zip				(4) E-mail		
Skilcraft will not be responsible for errors due to illegible or unclear copy. <u>Please type or print clearly.</u>						

USDA ORDER FORM, PT. 2 (10/99)

Business Card Order Form (Continued)

USDA Business Card Order Form – Part 3

THE SEATTLE LIGHTHOUSE
SKILCRAFT®*FSA, FAS and RMA Style Sheet*

Left Format



John M. Doe
Associate Deputy Administrator
United States Department of Agriculture
Rural Development
Plant Protection Division
1000 Main Street
Room ABCD
Anytown, MD 20000-5000
Voice: (301) 555 1032 • FAX: (301) 555 1034
Email: jmdoe@usda.gov

Two Logo
Left Format

Joseph J. Doe
Deputy Administrator
United States Department of Agriculture
Foreign Services Agency
157 Walkingbird Court
Cheyenne, WY 80505
Voice: (207) 424 1032 • FAX: (207) 424 1034
Email: jjdoe@fsa.usda.gov

Note: If selecting this style, please
note your choice of a second logo.

Centered
Format

United States Department of Agriculture
Animal & Plant Health Inspection Service
Jane T. Doe
Plant Protection and Quarantine Manager
1000 River Road, Unit 100-A, Riverdale, MD 20700-1234
Voice: (301) 555 7799 • FAX: (301) 555 5250
Email: jt DOE@usda.gov

Customer Assistance:
(800) 799-0402

Fax Orders To:
(206) 322-4419

USDA ORDER FORM, PT. 3 (10/99)

The Lighthouse for the Blind, Inc.